

ASSIGNMENT 6

Textbook Assignment: "Community Relations and Special Events" and "Speeches," pages 5-18 through 6-21.

6-1. When you review your special event objectives and personnel requirements, what is the most important factor?

1. Attention to detail
2. Impact of the event
3. Military protocol
4. Objectivity

6-2. When a major event is held ashore, how many command directives would probably be necessary to cover all the details, including public affairs, security and logistics?

1. One
2. Two
3. Three
4. Four

6-3. A special event evaluation report is NOT required when which of the following conditions exist?

1. The special event involves 500 people or less
2. The report is obviously unnecessary
3. The report cannot be completed because of time and budgetary constraints
4. The special events section of the base-community council does not require it

6-4. In planning for a major event, the PAO will have to make all except which of the following decisions?

1. Where the event will occur
2. What the program will be
3. The order of events
4. The guest list

6-5. To make sure all necessary arrangements for a major special event are in place, you should take which of the following actions?

1. Draft a command directive that names a coordinator and assigns tasks to appropriate subordinate commands or staff members
2. Request the commander to appoint suitable assistants for the event and make it a matter of record in the special events file
3. Request that public affairs personnel from nearby commands be ordered TAD to your command
4. Request that the commander make the major arrangements himself while you attend to the needs of the media and internal community

6-6. A special event is scheduled at your command in two weeks. What is the best way to tell media members they are welcome to cover the event?

1. Prepare and distribute an advance news release
2. Prepare and distribute a news advisory
3. Both 1 and 2 above
4. Arrange an advance media availability

6-7. In planning a special event, you should coordinate the electronic media power requirements with which of the following officers?

1. Public works
2. Operations
3. Safety
4. Security

- 6-8. The decision of whether to formulate a media pool during a special event depends upon which of the following factors?
1. The types of media covering the event
 2. The experience level of the reporters or photographers
 3. The length of the event
 4. The nature of the ceremony
- 6-9. Media members covering a special event will most likely require which of the following services?
1. Access to food and beverages
 2. Use of command audiovisual equipment
 3. Both 1 and 2 above
 4. Access to telephones
- 6-10. To prevent security violations, you should issue parking authorizations to media representatives as they file through the main gate.
1. True
 2. False
- 6-11. A group of guests is visiting your naval station. You should keep the group organized with regard to billeting and transportation arrangements by what means?
1. Using separate colors for identification on name tags, signs and baggage
 2. Assigning a trained guide to each guest
 3. Giving each guest a list of all members in the group
 4. Dividing the group into subgroups according to age, then assign alphanumeric identification tags to each member
- 6-12. Guests should wear identification tags on their right lapels for which of the following reasons?
1. It is a long-standing Navy tradition
 2. It allows the tags to be read easily when guests shake hands
 3. It is required by CHINFO
 4. It is required by PA Regs
- 6-13. What is the main purpose of a pamphlet designed for guests visiting your command?
1. Entertainment
 2. Information
 3. Identification
 4. Both 2 and 3 above
- 6-14. All of the following are considered appropriate ship/station guest souvenirs except which one?
1. Photograph signed by the CO
 2. Ball cap
 3. Paperweight made from scrap material
 4. Command plaque
- 6-15. From the Navy's point of view, what is the main purpose for naval personnel to give a speech?
1. To transmit a Navy message to a few influential people
 2. To transmit a Navy message to the largest number of influential people
 3. To promote a political viewpoint that will increase congressional support for additional Navy funds
 4. To earn money from speaking engagements for the recreation fund
- 6-16. Under DoD guidelines, a PAO would disapprove a request for a speaker for which of the following events?
1. A local Boy Scout jamboree
 2. A monthly chamber of commerce meeting
 3. A Republican state convention
 4. An American Legion convention

- 6-17. DoD policy prohibits Navy speakers from appearing at which if the following events?
1. A convention open to members of the press
 2. A meeting where communists may be present
 3. A religious assembly
 4. A meeting barred to anyone because of race
- 6-18. Which of the following speech-related jobs would a senior journalist be required to do?
1. Write a speech for another person to deliver
 2. Arrange a speaking engagement
 3. Give an informal speech when necessary
 4. All of the above
- 6-19. A speech to be delivered by a senior Navy official must receive a security and policy review by whom?
1. CHINFO
 2. CNO
 3. ASO(PA)
 4. SECDEF
- 6-20. Which of the following approaches are NOT normally associated with a goodwill speech?
1. Service to the community
 2. Historic
 3. Assurance
 4. Organization and operation
- 6-21. To reinforce the bonds between your command and the local community, you should offer which of the following services to the audience of a goodwill speech?
1. Money to assist the indigent
 2. Personnel to assist in city approved public works projects
 3. Speakers to make future presentations
 4. Both 2 and 3 above

- 6-22. What is usually the purpose of a speech delivered by a Navy speaker during Armed Forces Day?

1. Stimulation
2. Actuation
3. Entertainment
4. Information

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| A. Introduce |
| B. Actuate |
| C. Stimulate |
| D. Convince |
| E. Inform |

Figure 1

IN ANSWERING QUESTIONS 6-23 THROUGH 6-27, SELECT THE SPEECH CLASSIFICATION IN FIGURE 1 THAT FITS THE DESCRIPTION USED AS THE QUESTION.

- 6-23. Arouses interest in the speaker:

1. A
2. B
3. C
4. D

- 6-24. Uses evidence to sway the intellectual attitude of an audience:

1. A
2. B
3. C
4. E

- 6-25. Broadens knowledge in a particular subject:

1. B
2. C
3. D
4. E

- 6-26. Stimulates an observable action:

1. A
2. B
3. C
4. D

- 6-27. Arouses feelings of admiration or respect:
1. B
 2. C
 3. D
 4. E
- 6-28. Which of the following speech delivery methods is completely unplanned?
1. Extemporaneous
 2. Memorization
 3. Manuscript
 4. Impromptu
- 6-29. A speech incorporating the manuscript delivery method is considered appropriate in which of the following situations?
1. When the speech deals with the speaker's opinions and ideals
 2. When the speech involves sensitive security or policy issues
 3. When the person delivering the speech is a neophyte public speaker
 4. When it is determined by audience research
- 6-30. A speaker's credibility may be in question if he uses which of the following speech delivery methods?
1. Memorization
 2. Extemporaneous
 3. Manuscript
 4. Impromptu
- 6-31. The extemporaneous speech delivery method is most accurately described by what statement?
1. It is a stilted method that should be used only when the subject deals with sensitive naval issues
 2. It often results in an unnatural, inflexible presentation and should be avoided at all costs
 3. It is based on a key-word outline, allowing the speaker to adapt the talk to the situation
 4. It is an off the cuff method based on the memorization of a manuscript
- 6-32. which of the following techniques is the most desirable when you begin a speech?
1. Encouraging questions from the audience
 2. Telling the audience you are nervous and appreciate their compassion
 3. Posing one or two questions to the audience
 4. Using a quotation that directly relates to the subject of the speech
- 6-33. The entertainment value of a humorous anecdote in a speech is more important than its relation to the topic.
1. True
 2. False
- 6-34. Which of the following is NOT an example of a rhetorical question for a speech?
1. What can we do about inflation?
 2. Can you see the graph in the back of the room?
 3. Is the military-industrial complex really complex?
 4. Why is there air?

6-35. The use of striking facts or statistics at the start of a speech is designed to get the audience to do which of the following things?

1. Prepare for a set of rhetorical questions
2. Anticipate elaboration by the speaker
3. Experience a feeling of awe
4. Each of the above

6-36. What is the limited objective step in the introductory portion of a Speech?

1. A one-sentence statement of what you will talk about
2. A general statement of the purpose of the speech
3. A short statement that describes the importance of your speech to the audience
4. A statement designed to hold the attention of the audience through the remainder of your speech

6-37. Which of the following skills is basic to motivating an audience to listen to a speech?

1. Convincing them that you are a good speaker
2. Selecting a good attention-getter
3. Persuading them that your message is beneficial to them
4. Having an appealing introduction to the speech

6-38. Which of the following techniques can help you select a good appeal to motivate an audience?

1. Analyzing your audience
2. Developing an innovative attention step
3. Combining an innovative attention step with the impromptu speech delivery method
4. All of the above

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| A. What |
| B. Why |
| C. How |
| D. How to |

Figure 2

IN ANSWERING QUESTIONS 6-39 THROUGH 6-43, SELECT THE SPEECH EXPLANATION APPROACH IN FIGURE 2 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 2 MAY BE USED MORE THAN ONCE.

6-39. Used to state the way in which a main point will accomplish an objective:

1. A
2. B
3. C
4. D

6-40. Used to explain the unknown by the use of analogies:

1. A
2. B
3. C
4. D

6-41. Used to give reasons for a stated quality or characteristic of your objective:

1. A
2. B
3. C
4. D

6-42. Used to tell your audience the essential procedure to use in a specific process:

1. A
2. B
3. C
4. D

- 6-43. Used to support facts using material that is meaningful and interesting:
1. A
 2. B
 3. C
 4. D
- 6-44. Phrasing the main speech points as briefly as possible without sacrificing the meaning is known as what style technique?
1. Parallelism
 2. Conciseness
 3. Motivation
 4. Comparison
- 6-45. Establishing motivation in the main points of a speech can be done by using which of the following phrasing techniques?
1. By using a series of three or more rhetorical questions
 2. By using similar sentence structure for each main point
 3. By using the words "you" and "your"
 4. By using the words "them" and "they"
- 6-46. Parallelism, when applied to wording the main points of a speech is defined as using the same phrase at the end of each sentence.
1. True
 2. False
- 6-47. Which of the following are considered appropriate supporting materials for the main points of a speech?
1. Factutal examples from qualified sources
 2. A few personal experiences
 3. Both 1 and 2 above
 4. One or two jokes
- 6-48. Recapping the main points of a speech in the summary serves what primary purpose?
1. To signal the next speaker that your speech is about to end
 2. To fill out your allotted time
 3. To make sure the audience remembers the points
 4. To include material you did not provide in the explanation part of the speech
- 6-49. What is considered the best way for you to end a speech?
1. State that your are finished and thank the audience for listening
 2. Close with a strong, positive statement
 3. State that you could have said much more about your subject, but you did not have the time
 4. Ask the audience if you missed or left out anything
- 6-50. Which of the following is NOT an advantage of a written speech?
1. It reduces the possibility of a serious misquotation on important matters
 2. It assures the speaker of meeting time limitations
 3. It provides an opportunity to edit the material
 4. It allows the speaker to interject humor and anecdotes as appropriate
- 6-51. Since the analysis of the audience, the situation and the occasion is important for a written speech, the speech writer should take which of the following actions?
1. Talk with members of the group as part of your research
 2. Attend a meeting of the group
 3. Either 1 or 2 above
 4. Check your files for information about the group

- 6-52. To meet the needs of a community organization, you should slant a speech by taking which of the following actions?
1. Ask the person who requested a Navy speaker the reason behind the subject choice
 2. Ask the PAO what the interests of the inviting organization are
 3. Search out the real concerns of the organization
 4. Write the speech using the colloquialisms of the organization

- 6-53. A speech writer should analyze the speaker for whom he is writing a speech for which of the following reasons?
1. To produce a speech he will like
 2. To produce a forceful speech
 3. To build a good working relationship
 4. To reflect the speaker's style

The commanding officer of station, Captain McBeth, has been asked to speak to the local Rotary Club at its luncheon meeting on Veterans' Day. Items 6-54 through 6-62 pertain to what you should or should not do in preparing to write the speech. Mark each statement True or False.

- 6-54. Determine the purpose that can best be served in the talk:
1. True
 2. False
- 6-55. Analyze the audience and occasion for the speech:
1. True
 2. False
- 6-56. Determine what aspect of the general subject, Veterans' Day, would best suit the captain:
1. True
 2. False

- 6-57. Be ready to recommend to the captain a limited objective to fit the requirements determined by your analysis of the audience, occasion and location:

1. True
2. False

- 6-58. Avoid references to Captain McBeth's personal experiences:

1. True
2. False

- 6-59. If the captain prefers a different aspect of the subject than the one you recommend, be prepared to defend your choice.

1. True
2. False

- 6-60. Prepare a complete, detailed outline for the speech with types of example material:

1. True
2. False

- 6-61. Check out visual aids, if possible, in the Rotary club meeting room:

1. True
2. False

- 6-62. Discuss the completed outline with Captain McBeth to be sure the plan is as he visualized it and wants it:

1. True
2. False

- 6-63. The speech writer should use examples for every point in a speech. These examples should be based on which of the following areas?

1. The personal biases of the speaker
2. The personal experiences of the speech writer
3. The personal experiences of the speaker
4. The academic knowledge of the speech writer

- 6-64. You can overcome nervousness in public speaking if you cultivate which of the following mental attitudes?
1. Although you may be nervous, you will get over it as soon as you face the audience
 2. Since everyone is nervous when giving a speech, it is nothing to worry about
 3. Nervousness can be an asset if you understand that it helps you to be alert and prepared
 4. After recognizing the problem of nervousness, make up your mind to simply ignore it
- 6-65. Good eye contact is recommended during a speech for which of the following reasons?
1. It produces the effect of poise
 2. It makes the audience feel Wanted
 3. It allows the speaker to get feedback from the audience
 4. Both 2 and 3 above
- 6-66. A speaker can gain added confidence during a speech by taking which of the following actions?
1. Memorizing the speech word for word
 2. Imagining that all audience members are naked
 3. Following rigid grooming Standards
 4. Maintaining eye contact with individuals in the front row
- 6-67. A brief outline covered with strips of paper is known by which of the following names?
1. Paper strip outline graph
 2. Flow chart outline graph
 3. Pie-graph outline chart
 4. Strip-tease outline chart
- 6-68. Proportional percentages may be displayed using which of the following graphs?
1. Line
 2. Bar
 3. Picture
 4. Pie
- 6-69. Which of the following types of graphs may be used to illustrate trends or changes over a period of time?
1. Line
 2. Bar
 3. Picture
 4. Pie
- 6-70. The picture graph is prepared in a fashion similar to that of which of the following graphs?
1. Pie
 2. Line
 3. Bar
 4. Both 2 and 3 above
- 6-71. What is the main difference between a bar graph and a line graph?
1. The line graph must be drawn in color for maximum effectiveness
 2. The line graph does not have to depict authenticated facts
 3. The bar graph does not have to indicate any passage of time
 4. The bar graph must be drawn carefully to avoid the misrepresentation of data
- 6-72. Which of the following directly shown devices can be produced using an opaque projector?
1. Slap-ons
 2. Posters
 3. Handouts
 4. All of the above

6-73. A speaker should use colored markers or chalk on a dry marker or chalkboard for which of the following reasons?

1. Variety
2. Decoration
3. Emphasis
4. Efficiency

6-74. You plan to distribute data sheets in connection with a speech. is the best time to distribute the sheets?

1. Before you are introduced
2. During the first one third of the presentation
3. During the final one third of the presentation
4. At the end of the presentation

6-75. The opaque projector is capable of projecting opaque objects of any length up to how many inches wide?

1. 7
2. 10
3. 13
4. 16